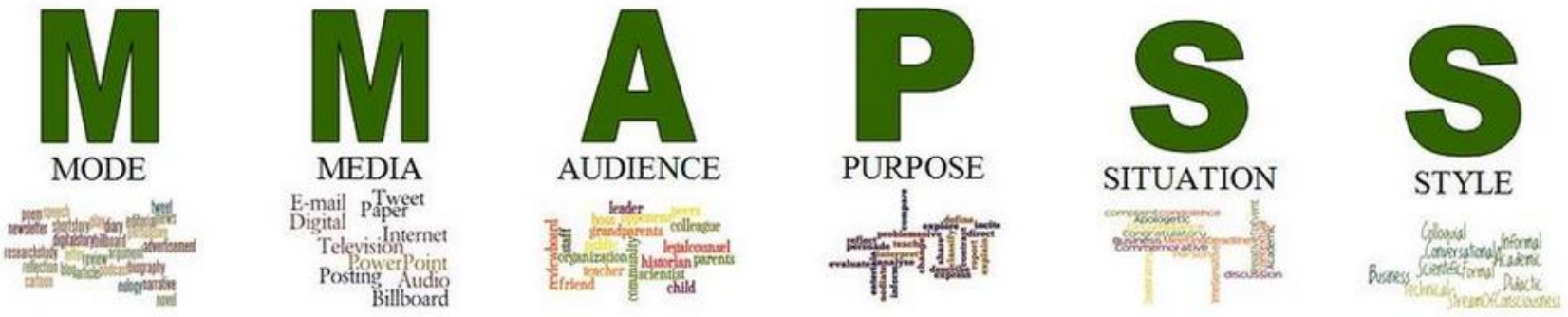
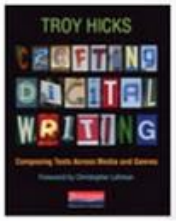


MAPS: The Components of Craft

- ***Mode***: the genre of a text.
- ***Media***: the form in which a text is created.
- ***Audience***: the reader, listener, or viewer of the text, both intended and incidental.
- ***Purpose***: the action the author takes, in both an academic and a personal sense.
- ***Situation***: the context for the writer herself or himself, as well as the demands of the writing task/assignment.

From *Crafting Digital Writing: Composing Texts Across Media and Genres* by Troy Hicks (Heinemann, 2013)